LEAN UX:
A HANDS-ON WORKSHOP
IN BUILDING WIREFRAMES
SESSION 2 of 2

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2 sessions

Session 1 (Mon, 9th Feb)

‣ Part I: A brief history lesson

‣ Part II: Introducing lean UX

‣ Part III: Prototyping

‣ Part IV: Activity

Session 2 (today)

‣ Part I: Tools overview

‣ Part II: User testing techniques

‣ Part III: Activity

PART I:
TOOLS

balsamiq

http://balsamiq.com

‣ Perfect for low and medium fidelity prototypes.

‣ Available as both a web and desktop application.

‣ Starts at US $79 (also has a free 7-day trial).

‣ Supports sketches and wireframes.

‣ Supports interactivity (can also export as interactive PDF).

‣ Output files as BMML, PNG, PDF.

‣ Has an existing library of UI components and a third-party community with hundreds of custom components as extensions (https://mockupstogo.mybalsamiq.com/projects)

‣ Fast.

http://www.invisionapp.com

‣ Perfect for medium and high fidelity prototypes.

‣ Available as a web application only.

‣ Prices start at $15/mo (also has a free trial for 1 project).

‣ Supports image files (JPG, PNG, BMP etc).

‣ Supports interactivity (and basic animations).

‣ Supports deployment to iOS, Android and web.

‣ Supports group collaboration/feedback.

‣ Supports version control.

http://bohemiancoding.com/sketch/

‣ Perfect for medium and high fidelity prototypes.

‣ Mac and iOS only.

‣ Price is US$99. Trial version available.

‣ Often described as a: "stripped down version of Adobe Photoshop and Illustrator but more focused and honed for UI designers."

‣ Easily and efficiently export UI assets for developers and CSS properties if required.

‣ Easily design for multiple devices at different resolutions.

‣ Preview your designs on multiple iOS devices while you work on them.

http://keynotopia.com/

‣ Perfect for medium and high fidelity prototypes.

‣ iOS, Android, Web, Windows, Blackberry templates.

‣ Based on Keynote and PowerPoint templates (using vector UI components).

‣ Price bundles start at US$97.

‣ Customisable templates.

‣ Outputs can be tested on devices (using Keynotopia app).

‣ Assets can be sliced and given to developers.

http://www.axure.com

- ‣ Perfect for medium and high fidelity prototypes.

- ‣ Available as a desktop application only.

- ‣ Prices start at $289 (individual licence). Trial version available.

- ‣ Supports interactivity.

- ‣ Supports conditional logic, calculations, animations and dynamic content.

- ‣ Supports deployment to web (HTML and JavaScript). Reviewers only need a web browser to access.

- ‣ Supports documentation generation and group collaboration.

- ‣ Supports version control.

PART II: USER TESTING TECHNIQUES

Testing methods

‣ **Contextual inquiry:** A semi-structured interview method to obtain information about the context of use, where users are first asked a set of standard questions and then observed and questioned while they work in their own environments

http://www.uxmatters.com/mt/archives/2012/06/why-are-contextual-inquiries-so-difficult.php#sthash.RFatlRF2.dpuf

‣ For best results, prepare questions and scenarios in advance so you spend the majority of time observing and gathering insights

‣ You can also track clickthroughs and eye movement

‣ Interviews are often carried out at the user's workplace. They can also be in usability labs.

‣ The session is usually 1 hour minimum (maximum 2 hours). Alternates between observation and questioning.

‣ The interviewer will share insights with the user during the interview to ensure accurate interpretation.
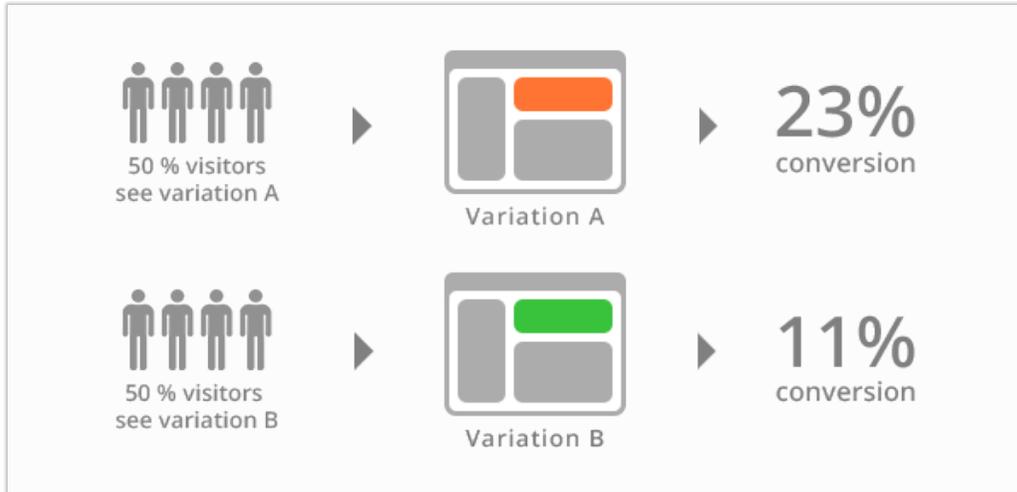
Advantages

‣ Unveils tacit knowledge.

‣ Produces detailed and reliable information.

‣ Flexible and not overly expensive (depending on setup).

Limitations

‣ Qualitative feedback only.

‣ Biggest cost is time.

Testing methods

‣ **A/B test:** Implement two options for a solution in a controlled manner each with its own set of users and compare results. You can test anything from button colour to layout or even entirely different concepts

50 % visitors see variation A

Variation A

23% conversion

50 % visitors see variation B

Variation B

11% conversion

http://thenextweb.com/dd/2014/03/31/ab-test-email-creative/

‣ A/B testing can be done with existing production software or new solutions.

‣ Ensure you're comparing apples with apples (1 point of difference).

‣ Be clear on your success metric(s).

Advantages

‣ Uses actual quantitative user results as evidence of success/failure to aid decision-making and test assumptions.

‣ Relatively inexpensive.

Limitations

‣ Loses effectiveness if not apples vs apples.

Testing methods

‣ **Heuristic evaluation:** usability experts review how well a UI complies with usability principles. Useful before conducting contextual inquiry

‣ There are many **more methods** depending on the specifics of your test: collaborative UI inspection, participatory experience mapping / mental modelling, card sorting (IA), storyboarding, observation and more

Prioritising feedback / learnings

‣ Resolve any conflicting feedback

‣ Organise feedback around user personas and rank feedback according to showstoppers / obstacles in user adoption then by user preference

‣ Incorporate feedback and feature ideas into a backlog

‣ Decide how many prototype iterations are required (hint: only when your success metrics were being challenged by a previous iteration)

‣ Know when to **pivot** (i.e. change course); this is not a failure!

Test report contents

‣ **A brief overview about the testing:** Why the testing was conducted, number of people involved, their roles, their personas, what scenarios and features were tested and the testing method(s) used.

‣ **Summary of findings:** What worked well vs what could be improved for each screen, function or flow. Good idea to throw in actual quotes from users (especially if those quotes represent the sentiment for a number of users). It's also important to include a subsection on "other" findings. These are insights or feedback items from users that you didn't initially seek to capture but could impact the success of the solution.

Test report contents

‣ **Refined concept and recommendations based on findings:** This is your opportunity to showcase a new (or refined) design direction which takes into account the prioritised findings gathered from your test efforts. At this point (and depending on your organisation and the nature of the project), you could simply show these as sketches.

‣ **Appendix:** This should simply contain the test scripts, full details of test recordings (if applicable), additional screens and more information about personas if you can't fit them in the overview section.

PART III: PRACTICAL

Search and book a car space

SUMMARY

Extending the activity from Part I, define the scenario (and features) that allow a user to search for and book a car space.

Feel free to make assumptions about the scenario to help contain the scope and reduce uncertainties.

Divide into groups of 2 (max 3)
Allotted time: 60 mins (max)

KEY CHALLENGE

‣ Illustrate scenario as a series of steps (with questions, comments & ideas).
‣ Using either Balsamiq Mockups or Invision, create an interactive prototype that captures the scenario (low or med fi).
‣ Use contextual inquiry to test your prototype with "users" from other groups and note down their observations/ feedback.

LEAN UX

PART IV:
Q&A

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UPCOMING SESSION

Career Fast-Track: Opportunities in User Experience Design

In this special edition Career Fast Track class, we will cover the steps that you need to take to get into the User Experience Design industry

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19 Thu, 19 February
12:30 - 1:30pm